सत्यमेव जयते

Government of India
Ministry of MSME

Brief Industrial Profile of Sriganganagar District

2015-16

सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

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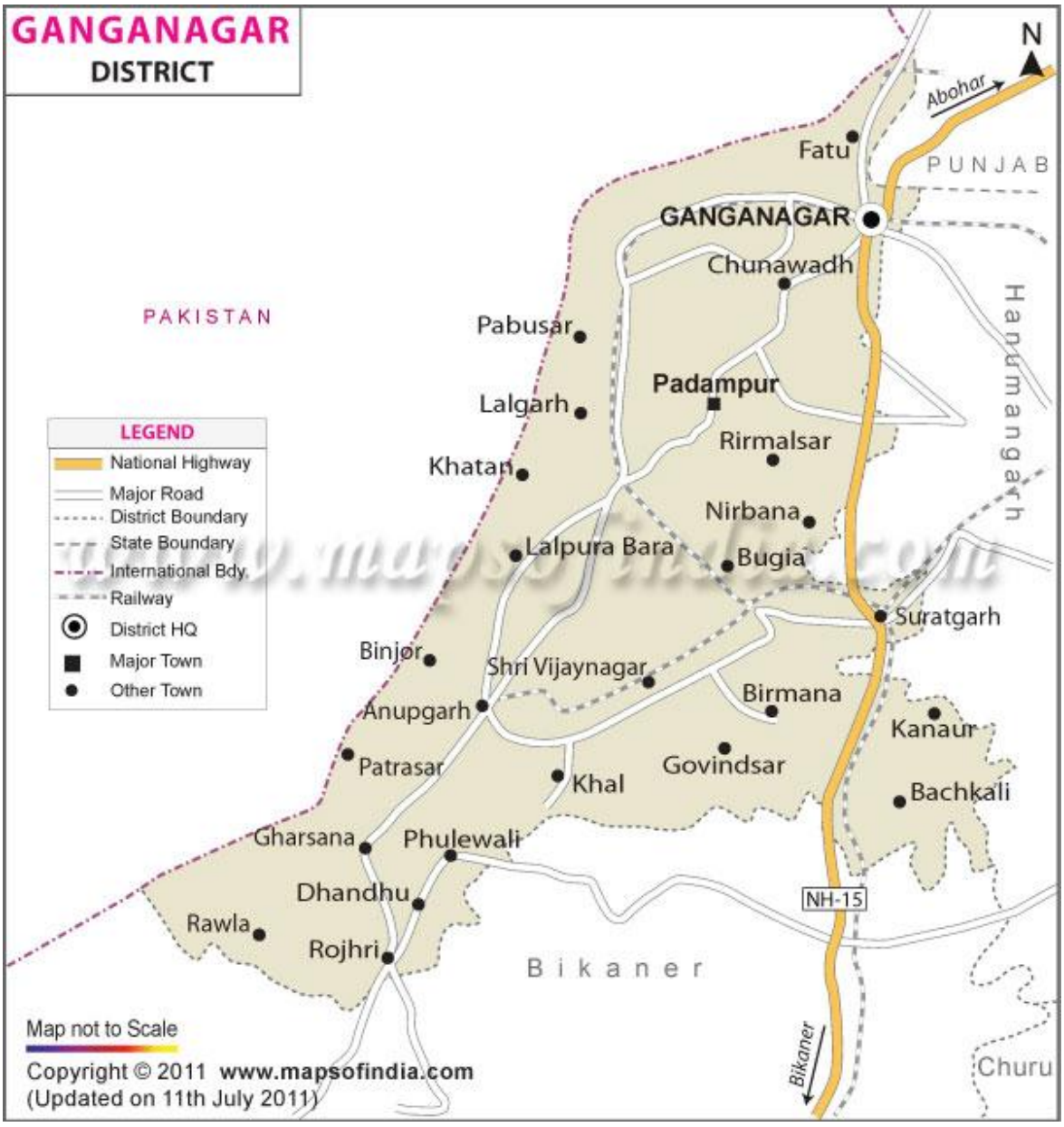
FOREWORD

District Industrial Potential Report of ShriGanganagar-Rajasthan is prepared by this institute under its action plan target for the year 2015-16. The information on material resources, Administrative set up, details about PSUs, Clusters situated in the district, potential for new MSMEs are embedded in this document. The Objective of this report is to expose the resource base, studying industrial scenario of the district, for the benefits of all budding/existing entrepreneurs.

I commend the efforts of Sh. Rishi Seth, Investigator in preparing this District Profile. The District profile has been prepared on the information gathered from various Govt. departments and secondary data supplied by them. I extend my thanks to all those departments for their useful contribution in bringing out this document.

(M.K. Saraswat)
Director

Date- 13/06/2016


GANGANAGAR
DISTRICT
N
Abohar
Fatu
PUNJAB
GANGANAGAR
Chunawadh
PAKISTAN
Pabusar
Hanumangarh
Padampur
Lalgarh
Rirmalsar
Khatan
Nirbana
Lalpura Bara
Bugia
Suratgarh
Binjor
Shri Vijaynagar
Birmana
Anupgarh
Kanaur
Patrasar
Govindsar
Khal
Bachkali
Gharsana
Phulewali
Dhandhu
NH-15
Rawla
Rojhri
Bikaner
Churu
LEGEND
National Highway
Major Road
District Boundary
State Boundary
International Bdy.
Railway
District HQ
Major Town
Other Town
Map not to Scale
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(Updated on 11th July 2011)

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Brief Industrial Profile of Sriganganagar District

1. General Characteristics of the District

Sriganganagar is a northern most city of Rajasthan State of western India. Sriganganagar is situated at the point where the Satluj Waters enter Rajasthan. The foundation stone of the Gang Canal Head Works at Ferozepur was laid on 5 December 1925 and the work completed in 1927 by constructing 89 miles of lined canal. The opening ceremony was performed on 26 October 1927. Sri Ganganagar is one of the well planned cities of India. It is said to be influenced by the town planning of Paris. It is divided into residential blocks and commercial area which includes Dhan Mandi. Residential Blocks have large parks for each Blocks and Community centers and places of worship are at junctions of three or four blocks. Bagri and Punjabi languages are spoken by majority of population. Economy of Sriganganagar District is dependent on agriculture. The city has Cotton Ginning and Pressing factories, Mustard Oil mills and Sugar Mills Ltd. It also has spinning and textile Factories. Because of its prosperity from agriculture, The climate of Sriganganagar varies to extreme limits. The Summer Temperature reaches up to 50° Celsius and Winter Temperature dips just around 0° Celsius. The average annual rainfall is only 20cms. Ganganagar district known as "the food basket of Rajasthan".

1.1 Location & Geographical Area.

The district is the northern most district of the state of Rajasthan and forms a part of Indo-Gangetick plan. It is bordering Pakistan on the west and state of Punjab on the north. District Bikaner is on the south and newly formed Hanumangarh district is on the east. It is located between 28’4 to 30’6 north latitude and between 72’30 to 75’05 east longitude. The district commands a very strategic geographical location having a total area of 1092878 sqr. hectares, which roughly works out to 3.73 of the total area of the state.

1.2 Topography

Although Ganganagar District lies in the great Thar Desert, irrigation via the Gang canal and IGNP canal has changed the flora and fauna. The district can be classified into five geographical regions:

The region irrigated by the Gang canal and the Bhakhra canal tributaries: the northern region, which is 3/4 of the district, resembles the fertile plains of Punjab, but some areas, like the area between the towns of Raisinghnagar and Vijaynagar, have desert like conditions.

Area irrigated by the Suratgarh branch of the IGNP canal

Area irrigated by Anoopgarh branch of IGNP canal: it comprises Anoopgarh and Gharsana tehsils. It is the southernmost region of the district, of which much has been converted into plains, but sandy dunes can still be seen.

The Naali belt: this is a narrow basin of the Ghaggar River. It is the only major river of the district. It is a seasonal river, which flows in the rainy season. It enters the district near Suratgarh and then flows in areas of Jaitsar, Vijaynagar, Anoopgarh and then crosses the Indo-Pakistani border.

The 'Uncha Tibba' (high sandy dunes) area of Suratgarh tehsil: large sandy dunes and lack of water predominate here. This area can be said to be a 'real desert'. People of this area face harsh conditions in the desert.

1.3 Availability of Minerals.

PRODUCTION OF MINERAL 2014-15

S.NO.	NAME OF MINERAL	PRODUCTION in tones 2014-2015
MAJOR MINERAL		
1.	Gypsm	375599.88
2.	Bricks Earth	5651100
MINOR		
1.	Calmyshora	-

(Sources AE Mines Sri Ganganagr)

1.4 FOREST

There is defined forest area in the district. Trees are now being grown on both sides of the canals distributors and road sides. The trees planted are mainly Eucalyptus and sheesam. According to the land classification forest in the district in 2014-2015, 60514 hectares which has increased by about three times compared to 21228 hectares in the year 1981-82.

1.5 Administrative set up.

The Ganganagar district is divided into 9 sub-division, which are further divided into 9 Tehsils and out of these 9 Tehsils there are 9 panchyat samities. There are 10 towns and 3060 villages. District headquarter has municipal council where as other 9 towns of the district have municipalities District Rural Development Agency[DRDA] is functioning in the district to supervise the work of rural development carried on through the panchyat samities.

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude			28.4to36.6 N
	ii) Longitude			72.30 to 75.05 E
	iii) Geographical Area		sqr Hectares	1092878.
(B)	Administrative Units			
	i) Sub divisions			09
	ii) Tehsils			09
	iii) Sub-Tehsil			11
	iv) Patwar Circle			NA
	v) Panchayat Simitis			09
	vi)Nagar nigam			01
	vii) Nagar Palika			10
	viii) Gram Panchayats			320
	xi) Revenue villages			3060

	x) Assembly Area			1
2.	**Population**			
(A)	Sex-wise			
	i) Male	2011 (census)		10,43,730
	ii) Female	2011		925,790
(B)	Rural Population	2011		1,433,858
3.	**Agriculture**			
A.	Land utilization			
	i) Total Area	2014-15	Hectare	1093352
	ii) Forest cover	2014-15	"	60514
	iii) Non Agriculture Land	2014-15	"	186905
	v) cultivable Barren land	2014-15	"	121227
4.	**Forest**			
	(i) Forest	2014-15	Hectare	60514
5.	**Livestock & Poultry**			
A.	**Cattle**			
	i) Cows	2012	Nos.	636420
	ii) Buffaloes	2012	Nos.	270992
B.	**Other livestock**			
	i) Goats	2012	Nos.	384446
	ii) Pigs	2012	Nos.	1781
	iii) Dogs & Bitches	2012	Nos.	86322
	iv) Camels		Nos.	12310
	iv) **Railways**			
	i) Length of rail line	2014-15	Kms.	265
	V) **Roads**			
	(a) National Highway	2014-15	Kms.	114.150
	(b) State Highway	2014-15	Kms.	207.650
	(c) Main District Highway	2014-15	Kms.	76.00
	(d) Other district & Rural Roads	2014-15	Kms.	318.310
	(e) Rural road/ Agriculture Marketing Board Roads	2014-15	Kms.	1954.089
	(f) Kachacha Road	2014-15	Kms.	19.10
	(VI) **Communication**			

	(a) Post offices	2014-15	Nos.	334
	(b) Telephone center	2014-15	Nos.	114
	(c) PCO STD	2014-15	Nos.	277
	(VII) Public Health			
	(a) Allopathic Hospital	2014-15	Nos.	1
	(b) Beds in Allopathic hospitals		Nos.	1060
	(c) Ayurvedic Hospital		Nos.	93
	(d) Beds in Ayurvedic hospitals		Nos.	20
	(e) Unani hospitals		Nos.	Nil
	(f) Community health centers		Nos.	16
	(g) Primary health centers		Nos.	55
	(h) Dispensaries		Nos.	3
	(i) Sub Health Centers		Nos.	439
	(j) Private hospitals		Nos.	36
	(VIII) **Banking** commercial	2014-15		
	(a) Commercial Bank		Nos.	221
	(b) rural Bank Products		Nos.	32
	(c) Co-Operative bank products		Nos.	22
	(d) PLDB Branches		Nos.	3
	(IX) Education	2014-15		
	(a) Primary school		Nos.	1302
	(b) Middle schools		Nos.	1248
	(c) Secondary & senior secondary schools		Nos.	892
	(d) Colleges		Nos.	48
	(e) Technical University		Nos.	Nil

2.1 Existing Status of Industrial Areas in the District *Sriganganagar*

As on 31.03.2016

S.No.	NAME OF IND.AREA	LAND ACQOUIRED	LAND DEVOLPED	PLANNED		DEVELOPED		ALLOTTED		RATE (Per Sqm)
				Plots	Area	Plots	Area	Plots	Area	
1	2	3	4	7	8	9	10	11	13	6
DISTRICT :- SRI GANGANAGAR										
(A)	**Transferred Industrial Areas**									
1	INDUSTRIAL ESTATE	15.60	15.60	85	9.80	85	9.80	85	9.80	4700.00
2	SADUL SHAHAR	63.21	63.21	94	46.25	94	46.25	94	46.25	500.00
(B)	**Own Industrial Areas**									
3	UDYOG-VIHAR-I	235.47	235.47	293	189.01	293	189.01	290	188.27	4700.00
4	UDYOG-VIHAR-II	75.10	75.10	136	61.81	136	61.81	136	61.81	4700.00
5	AGRO FOOD PARK SGNR	81.14	81.14	82	48.14	82	48.14	81	46.44	4700.00
6	PADAMPUR	25.32	25.32	65	18.87	65	18.87	65	18.87	300.00
7	RAISINGHNAGAR	61.77	61.77	141	36.60	141	36.60	102	27.120	350.00
8	ANOOPGARH-1	52.50	-	55	40.33	-	-	42	37.18	300.00
9	ANOOPGARH-II	33.75	32.10	50	13.92	50	13.92	48	15.33	600.00
10	GHARSANA-I	60.50	60.50	40	53.84	40	53.84	40	53.84	350.00
11	GHARSANA-II	124.96	86.64	161	115.00	88	76.68	139	102.61	350.00
12	RAWLA-I	89.00	89.00	86	65.39	86	65.39	50	50.81	200.00
13	RAWLA-II	125.01	100.76	125	95.89	102	71.64	77	69.83	200.00
14	SURATGARH	82.17	82.17	136	54.46	136	54.46	136	54.46	1000.00
15	13LNP(Patikhia) Sriganganagar	81.11	-	105	39.08	-	-	3	0.92	4700.00
	TAOTAL	**1221.72**	**1008.78**	**1654**	**888.39**	**1398.00**	**746.41**	**1388**	**783.56**	

Source:- RIICO, Sriganganagr

3. INDUSTRIAL SCENERIO OF SRIGANGANAGAR

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	**2735**
2.	TOTAL INDUSTRIAL UNIT	NO.	-
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	08
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN MSEs INDUSTRIES	NO.	9
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	4364
6.	NO. OF INDUSTRIAL AREA	NO.	15
7.	TURNOVER OF MSEs IND.	IN LACS	-
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	495838.86

3.2 YEAR WISE TREND OF UNITS REGISTERED

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
	2006-07	153	2177	3264.02
	2007-08	366	2051	2215.18
	2008-09	327	1532	1903.00
	2009-10	327	2373	4034.58
	2010-11	453	8302	7052.35
	2011-12	315	1414	2463.23
	2012-13	300	2911	8188.97
	2013-14	316	2744	6697.32
	2014-15	178	1121	5297.75
	Total	**2735**	**24625**	**41116.40**

Source: DIC Sriganganagar

3.3 DETAILS OF EXISTING MICRO & SMALL ENTERPRISES IN THE DISTRICT

Details of Exiting Industries units in the District As on 31.03.2015

S. N.	Code	Type of industry	Number of unit	Investment in Lac. Rs.	Employment
1	20-21	Agro base/Food product	304	15101.02	3662
2	23	Cotton Textile	246	274.76	782
3	27	Wood & wood product	86	594.96	516
4	28	Paper & Paper products & Printing	29	352.60	181
5	29	Leather & Fur product	153	308.73	470
6	30	Rubber ,Plastic , Petroleum & coal products	123	1769.84	853
7	32	Mineral base unit	639	8062.03	13537
8	33	Basic Metal & Alloys industry	193	1805.4	1197
9	36	Electrical Machinery Appliance	1	0 .7	2
10	96, 97	Personal Services/ Repair	902	12092.86	3071
		Total	2735	411116.4	24625

Source: DIC –Sri Gnganagar

3.4 Large Scale Industries / Public Sector undertakings

List of the units in Sriganganagar & Near By Area

1. Vikas WSP Ltd, B-86-87 Udhyog-vihar, Sriganganagar.
2. Kalptru Power Transmission Ltd, Chark 27 B.B.Teh Padampur, Sriganganagar.
3. Suratgarh Super Thermal Station, Suratgarh.
4. Shree Cement Ltd. vill Udaipur- Udasar Teh. Suratgarh distt. Sgnr
5. Ruchi Soya Industries
6. Khendelia Oil & General Mills Ltd. Sri Ganganagar

3.5 Major Exportable Item

1. Guar Gum Powder
2. Mustard Oil

3.6 Growth Trend

---Nil---

3.7 Vendorisation / Ancillarisation of the Industry

---Nil---

3.8. Medium Scale Enterprises

3.8.1 List of the units in Sriganganagar & Near By Area

1. Tilam Sangh Raj. Sri-Ganganagar, Sri Ganganagar
2. Raj. State Ganganagar Sugar Mill. Sri Ganganagar

3-8.2 Major Exportable Item

1. Guar Gum Powder
2. Mustard Oil

3.9 Service Enterprises

3.9.1 Potentials areas for service industry

1. Packaged food industries
2. Printing Press
3. Bakery units
4. Automobiles & Tractor Services

3.10 Potential for new MSMEs (Manufacturing Sector)

1. Brick
2. PVC Pipe
3. B.P. PPP [B.O.P.P.]
4. Steel Rolling Mill
5. Polythene Bag
6. Disposable Syringe
7. Steel Furniture
8. Allied steel industries [Nails, Wire etc.]
9. Tyre retreating
10. Washing Soap
11. Cooler Body
12. Sheet Metal
13. Tin Container
14. Agriculture implements and tools
15. Fertilizers
16. Paints, Varnish and distemper
17. Voltage Stabilizer
18. Foot wear
19. Corrugated Boxed
20. Batteries for jeep & tractors
21. Manufacturing of Test Book

4. Existing Clusters of Micro & Small Enterprise

4.1 DETAIL OF MAJOR CLUSTERS

4.1.1 MENUFACTURING SECTOR

----Nil----

4.1.2 Service Sector

----Nil----

4.2 Details for Identified cluster

4.2.1 Name of the cluster Oil Mill

1	Principal Products Manufactured in the Cluster	Mustard Oil
2	Name of the SPV / Trade Industrial Association	District Chamber Oil Industries, Sriganganagar
3	No. of functional (MSME) units in the clusters	100 Nos.
	Large Units	2 Nos
4	Turnover of the Clusters Large MSME Total	 45143 Lac 1200 Lac 46343 Lac
5	Value of Exports from the Clusters	Nil
6	Employment in Cluster	800 Nos.
7	Average investment in plant & Machinery	5 Lac Rs per unit (MSME)
8	Major Issues / requirement	No product branding
9	Presence of capable institutions	No
10	Thrust Areas	Technology up gradation, Quality.
11	Problems & constraints	Non availability of adequate no. of required labour and High cost of transportation.

Present status of the cluster: - Micro industries

4.2.2 Name of the cluster Leather Juties

1	Principal Products Manufactured in the Cluster	Leather Juties
2	Name of the SPV / Trade Industrial Association	No Trade associations exist.
3	No. of functional units in the clusters	80 Nos.
4	Turnover of the Clusters	Rs 80 lacs
5	Value of Exports from the Clusters	NIL
6	Employment in Cluster	250 Nos.
7	Average investment in plant & Machinery	Rs. 2 Lacs per unit
8	Major Issues / requirement	Poor availability of working capital dependably on mediators for marketing.
9	Presence of capable institutions	There is no capable institution.
10	Thrust Areas	Technology up-gradation & New design development.

Present status of the cluster:-. Artisan based cluster

5. General issues raised by industry association during the course of meeting

Though the industrial scenario of the district is witnessing rapid change toward growth and the position is fast improving towards adequacy but still there are some constraints and hurdles which create trouble for industries. These constraints of industrial growth in the district, high cost of transportation and non-availability of adequate number of required type of labour. Further situation of imbalance has also been created due to majority of resources deployed for agriculture and very little remains for industrialization. Moreover the growth of additional resources is not very rapid. As most of the local labour is engaged in agriculture, labour for industries is brought from U.P. and Bihar and that too apart for Punjab during peak harvesting season because they get very handsome wages there. Labour migrated from U.P. and Bihar not only demands very high but there absenteeism is also on higher side. These constraints stead to increase the initial investment and running cost of industry. High cost of transportation further aggravated the position. There are clashed between the transporters and industrialist and that disturbs the peace full environment for industries.

6. STEPS TO SET UP MSMEs

Following are the brief description of different agencies for rendering assistance to the entrepreneurs.

S.No	Type of assistance	Name and address of agencies
1.	Udyog Adhaar Memorandum	On line Registration
2.	Identification of Project Profiles, techno-economic and managerial consultancy services, market survey and economic survey reports.	MSME—DI, 22 Godam Indl Area, Jaipur
3.	Land and Industrial shed	RIICO Udyog Bhavan, Tilak marg, Jaipur
4.	Financial Assistance	RFC Udyog Bhavan, Tilak marg, Jaipur
5.	For Raw materials under Govt. Supply	RSIC Ltd Udyog Bhavan, Tilak marg, Jaipur
6.	Plant and machinery under hire / purchase basis.	NSIC Nehru Place, Tonk Road, Jaipur
7.	Power/ Electricity	RSEB Ltd, Sri Ganganagarh
8.	Technical Know –how.	MSME—DI, 22 Godam Indl Area Jaipur
9.	Quality & Standard	BIS Yudhishter Marg, C Scheme, Jaipur
10.	Marketing /Export Assistance	DG & FT, Udyog Bhavan, Tilak marg, Jaipur
11.	Other Promotional Agencies	DIC , RFC , RIICO

7. Important Contact Nos. of Ganganagar District

1- MSME-DI Nodel Officer	:	Rishi Seth, Investigator MSME –TS Jaipur 0141-2212090
1- G M-DIC	:	G M DIC, Sri-Ganganagar Phone No.0154 -2440164
2- District Employment Officer	:	District Employment Officer 0154- 2452837
3- RFC	:	RFC Sri-ganganagar 0154- 2463377, 2461741, 2462843,
4- K V I B		KVIB Sri Ganganagar Phone No. 0154-2440164
5- Lead District Manager	:	Ph No. 0154-2477366,

7. List of Associations:-

Sr. No	Name of Association	President	Secretary
1	Industrial Association Udyog vihar Sri-Ganganagar	Sh Krishn Vishnoi Mob-9414305654	Sh Sunil Agrawal Mob.9414089099
2	Industrial Estate Industrial Association	Sh Banti Azad 9351707979	Sh.Jaspal Singh 9414212048
3	Industrial Estate Industrial Association	Sh Rajiv Gupta 9414298100	Sh.Nirmal Jain 9414211730
4.	Industrial Estate Industrial Association, Sadulshahar	Sh. Ram SinghKadwasra Mob. 9413377470	Sh. Gauri Shankar Lalgaria Mob. 9414512425

5.	Industrial Association, Suratgarh	Sh.Shyamsundar Sarda Mob-9414092731	Sh. Anil Goyal Mob-9413885015
6.	North Rajasthan oil Mills and Trade Association, Sri - Ganganagar	Sh. Jyoti Kanda Mob-9829076711	Sh. Mahesh Baghdia Mob-9414088917